



**You Can. Go Back.**

## **College Completion Campaign for Returning Adults**



INDIANA COMMISSION for  
HIGHER EDUCATION

# BIG GOALS



You Can. Go Back.

- **Indiana's Big Goal:** that 60 percent of Hoosiers hold a degree or credential beyond high school by 2025.
  - To meet this Big Goal: 200,000 adults go back to higher education and complete by 2020.
- **Campaign Objective:** Indiana encourages Hoosiers to go back and supports them when they do.



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# BENEFITS TO HOOSIERS



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- Higher earnings
- More job opportunities
- Greater job security



- Stronger economy
- Less unemployment
- Stronger middle class



- Larger recruitment pool
- More innovation and productivity
- Stronger workforce



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# KNOWING OUR AUDIENCE



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## Why do they want their degree?

- Opportunities for Advancement
- Make More Money
- Sense of Accomplishment
- Better Life for my Family

## Why don't they have their degree?

- No Time
  - Family Commitments (70% have children)
  - Work
- No Money
  - No Savings
  - Already in Debt
  - Impacted by Last Attempt



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# PARALYZED BY QUESTIONS



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- What careers should I consider?
- Which schools have online classes/degrees?
- Is there financial assistance available?
- Can I get class credit for my work experience?
- Where do I start?



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# OUR APPROACH



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- College and universities **make it easier** for adults to go back
- Commission and colleges **reach out to former students** directly and help them get started
- Commission **engages communities** to reinforce the message
- Employers consider ways to **provide support to their employees**



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## ADULT LEARNERS

**Going back is a major step forward.** You don't have to be a traditional student to benefit from a great education. From getting your degree, to changing to an exciting new career, great opportunities open up once you start on the path back to school. Why wait? The next chapter of your life begins here.

### YOU CAN. GO BACK.

Statewide effort to help 750,000+ Hoosiers finish their degrees.

Enacted by the 2015 General Assembly, **You Can. Go Back.** is a statewide campaign that aims to help the 750,000+ Hoosier adults with

some college but no degree finish what they started. With \$7.5 million in state grants available for adult students, the Indiana Commission for Higher Education (CHE) is reaching out to Hoosiers directly and connecting them with Indiana colleges that are committed to eliminating barriers for returning adults. Many colleges are offering special programs and incentives—including flexible class schedules and online courses, college credit for work and military experience, grade- and debt-forgiveness programs— as well as scholarships, tuition discounts and **\$1,000 in State grants** on a first come, first serve basis for qualifying students.



[YouCan.GoBack@che.in.gov](mailto:YouCan.GoBack@che.in.gov)

(844)462-2252

> [Public College Ambassadors](#)

> [Private College Ambassadors](#)

YOU CAN. GO BACK. LEARN MORE! >



A lot has changed since you left college.  
**LIKE YOUR REASONS FOR RETURNING.**



Scan with  
your smart phone

Explore special programs and incentives for returning students.

**FLEXIBLE**

Online, Evening &  
Weekend Classes

**\$1,000**

State Grants\*  
First Come, First Serve

**CREDIT**

For Work/Military  
Experience\*

\* For eligible students



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**VISIT**

**www.YouCanGoBack.com/2016**

or call **(844) GO-BACK-2**

**(844) 462-2252**

A lot has changed since you left college.  
**LIKE YOU, FOR INSTANCE.**



Scan with  
your smart phone

Explore special programs and incentives for returning students.

**FLEXIBLE**

Online, Evening &  
Weekend Classes

**\$1,000**

State Grants\*  
First Come, First Serve

**CREDIT**

For Work/Military  
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**(844) 462-2252**



# COLLEGE MATCH WEBSITE



You Can. Go Back.



Indiana colleges and universities have made it easier for you to finish your degree.

*FIND YOUR*  
**BEST** SCHOOL **MATCH**



LEARN MORE ►

*LEARN MORE ABOUT*

**EXCLUSIVE INCENTIVES**



You Can. Go Back.

## YOUR WISH LIST

3

WHAT'S YOUR DESIRED FIELD OF STUDY?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Arts & Communication



Business & Economics



Elementary / Special Education



Health



Social & Behavioral Sciences



Science, Technology,  
Engineering & Mathematics



Trades & Industry

☐ Not Sure

PROGRESS





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## YOUR WISH LIST

4

WHAT'S YOUR DESIRED DEGREE?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

**Certification**  
2 years or less

**Associate Degree**  
2 years

**Bachelor Degree**  
4 years

☒ Not Sure

PROGRESS



◀ BACK

NEXT ▶



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Indianapolis, IN 46204  
info@che.in.gov

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## YOUR WISH LIST

5

WHAT'S YOUR PREFERRED LEARNING STYLE?



CHOOSE ONE. CHECK BOX TO SELECT AND NEXT TO CONTINUE.

- ☐ In Classroom
- ☐ Online\*
- ☒ No Preference

\* Not all degree options may be available online.

PROGRESS



◀ BACK

NEXT ▶



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*These are the schools that match your wish list.*



Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.

☐  **Indiana State University**  
TERRE HAUTE, INDIANA

**Incentives**

-  Grade Forgiveness
-  Work/Military Credit
-  Online Programs
- Plus More 

☐  **INDIANA UNIVERSITY BLOOMINGTON**  
BLOOMINGTON, INDIANA

**Incentives**

-  Grade Forgiveness
-  Online Programs
-  Night & Weekend Classes
- Get Details 

☐  **INDIANA UNIVERSITY KOKOMO**  
KOKOMO, INDIANA

**Incentives**

-  Grade Forgiveness
-  Online Programs
-  Night & Weekend Classes
- Get Details 

☐ **IUPUC**  
COLUMBUS, INDIANA

**Incentives**

-  Grade Forgiveness
-  Online Programs
-  Night & Weekend Classes
- Get Details 




☐ **IUPUI**  
INDIANAPOLIS, INDIANA

**Incentives**

-  Grade Forgiveness
-  Online Programs
-  Night & Weekend Classes
- Get Details 

☐  **WGU INDIANA ONLINE UNIVERSITY**

**Incentives**

-  Tuition Discounts
-  Online Classes
- Get Details 



# WHY GET INVOLVED?



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## BENEFITS TO EMPLOYERS



### RECRUITMENT

Employers that promote programs for advancement and finishing college can be more effective in luring dedicated workers.



### RETENTION

Helping employees obtain a degree can promote employee satisfaction, loyalty and retention.



### PRODUCTIVITY

Employees attending college classes bring back knowledge, experiences, and information that will impact your bottom line.

## WHAT EMPLOYERS CAN DO

### COMMUNICATE



- Tell employees how their career can advance when they finish the degree they started.
- Let them know about the \$1,000 state grant, tuition discounts and other incentives.
- Direct employees interested in completing their degree to **YouCanGoBack.org** to identify schools that meet their needs and returning student incentives.

### SUPPORT



- Provide up-front tuition support or tuition reimbursement for employees.
- Be flexible with work schedules, or better yet, partner with a college to offer classes at your place of business.
- Negotiate with nearby colleges to secure discounted tuition rates and textbook prices for your employees.



For more information email  
**[YouCanGoBack@che.in.gov](mailto:YouCanGoBack@che.in.gov)**  
or (317) 464-4400

# EMPLOYER SUPPORT



You Can. Go Back.

*Encourage employees to go back*

## Examples

- Explain opportunities for promotion available with completed degree/credential
- Present statistics about long-term earning difference for graduates
- Notify employees about \$1,000 state grants, tuition discounts and other incentives



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# EMPLOYER SUPPORT



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*Support employees **financially** when they return*

## Examples

- Provide tuition assistance (best if students don't have to "front" the money)
- Negotiate with nearby colleges to secure discounted tuition rates, textbook prices, etc. for your employees
- Allow employees to use company computers to do homework or complete online degrees



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# EMPLOYER SUPPORT



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*Help employees **balance** work, school and family*

## Examples

- Partner with a college or university to offer college courses at your place of business
- Allow employees to modify work schedule to accommodate class schedule
  - Note: colleges and universities are working to make schedules more predictable
- Adopt more flexible policies for accrual and use of PTO



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# GET INVOLVED



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- Learn More at [learnmoreindiana.org/adults](https://learnmoreindiana.org/adults)
- Email us at [youcan.goback@che.in.gov](mailto:youcan.goback@che.in.gov)
- Direct Returning Students to:  
[YouCanGoBack.com](https://YouCanGoBack.com) or (844) GO-BACK-2  
(844) 462-2252



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